

## Appendix E

### Estimated Market Shares for Circulator

# Estimated Market Shares for Visitor Circulation Trips between Attraction Areas

## Trips Between Attraction Areas

Assumed Market Share							
Origin	Destination						
	Mall	George-town	Capitol Area	Monuments	Downtown	White House Area	
Mall	25%	0%	25%	50%	33%	25%	
Georgetown	0%	10%	33%	0%	10%	0%	
Capitol Area	25%	33%	33%	50%	33%	20%	
Monuments	50%	0%	50%	50%	50%	50%	
Downtown	33%	10%	33%	50%	20%	33%	
White House Area	25%	0%	20%	50%	33%	10%	
Estimated Daily Circulator Ridership							
Origin	Destination						TOTAL
	Mall	George-town	Capitol Area	Monuments	Downtown	White House Area	
Mall	963	-	429	782	270	175	2,619
Georgetown	-	347	190	-	20	-	558
Capitol Area	429	190	1,807	391	203	23	3,043
Monuments	782	-	391	6,378	203	116	7,870
Downtown	270	20	203	203	110	77	884
White House Area	175	-	23	116	77	16	408
TOTAL	2,619	558	3,043	7,870	884	408	15,381

### Estimated Market Shares for Visitor Access/Egress Trips to/from Attraction Areas

#### Round Trips to/from Attraction Areas

Assumed Market Share							
Origin	Mall	George-town	Capitol Area	Monuments	Downtown	White House Area	
Blue/Orange Line	0%	2%	0%	45%	0%	2%	
Yellow/Green Line	2%	8%	8%	35%	0%	10%	
Red Line East	8%	8%	5%	35%	0%	2%	
Red Line West	5%	5%	5%	35%	0%	2%	
Convention Center	15%	15%	5%	15%	30%	5%	
Circulator Area Hotels	25%	25%	25%	45%	25%	25%	
TOTAL							
Estimated Daily Circulator Ridership							
Origin	Mall	George-town	Capitol Area	Monuments	Downtown	White House Area	TOTAL
Blue/Orange Line	-	513	-	5,684	-	65	6,263
Yellow/Green Line	266	405	419	845	-	64	1,999
Red Line East	731	298	180	580	-	9	1,798
Red Line West	1,159	426	433	1,491	-	22	3,531
Convention Center	533	202	37	47	480	10	1,309
Circulator Area Hotels	683	419	662	255	97	22	2,138
TOTAL	3,372	2,263	1,731	8,902	577	192	17,037

### Estimated Market Shares for Circulation Trips by Employees and Shoppers

		Destination																
		Downtown	Union Sta.	NoMa	Capitol	Mall	White House	Mt. Vernon	L'Enfant	Waterfront	Southwest	Constitution West	GWU	Penn. Ave.	K Street	DuPont Circle	West End	Georgetown
Origin	Downtown	40%	40%	20%	40%	40%	40%	40%	40%	40%	0%	40%	40%	20%	20%	0%	0%	20%
	Union Sta.	40%	40%	40%	40%	40%	40%	40%	20%	20%	0%	40%	40%	40%	40%	0%	0%	40%
	NoMa	20%	40%	40%	20%	20%	20%	40%	20%	20%	0%	20%	40%	40%	40%	0%	0%	40%
	Capitol	40%	40%	20%	40%	40%	40%	20%	20%	20%	0%	40%	40%	20%	20%	0%	0%	20%
	Mall	40%	40%	20%	40%	40%	40%	40%	40%	40%	0%	40%	40%	20%	20%	0%	0%	20%
	White House	40%	40%	20%	40%	40%	40%	20%	20%	20%	0%	40%	40%	20%	20%	0%	0%	20%
	Mt. Vernon	40%	40%	40%	20%	40%	20%	40%	40%	40%	0%	20%	20%	40%	40%	0%	0%	40%
	L'Enfant	40%	20%	20%	20%	40%	20%	40%	40%	40%	0%	20%	20%	20%	20%	0%	0%	20%
	Waterfront	40%	20%	20%	20%	40%	20%	40%	40%	40%	0%	20%	20%	20%	20%	0%	0%	20%
	Southwest	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Constitution West	40%	40%	20%	40%	40%	40%	20%	20%	20%	0%	40%	40%	40%	20%	0%	0%	20%
	GWU	40%	40%	20%	40%	40%	40%	20%	20%	20%	0%	40%	40%	40%	20%	0%	0%	20%
	Penn. Ave.	20%	40%	40%	20%	20%	20%	40%	20%	20%	0%	40%	40%	40%	40%	0%	0%	40%
	K Street	20%	40%	40%	20%	20%	20%	40%	20%	20%	0%	20%	20%	40%	40%	0%	0%	40%
	DuPont Circle	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	West End	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Georgetown	20%	40%	40%	20%	20%	20%	40%	20%	20%	0%	20%	20%	40%	40%	0%	0%	40%